

Rep Order# 6865549 Ver# 1 Status New Traffic Order# Printed: 10/19/2012 9:33 AM 1 of 3

EC'd Yes Last Received: 10/19/2012 8:54 AM

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA. Agency () NATIONAL MEDIA RESEARCH PLANNING Rep Firm
Advertiser () FORBES FOR CONGRESS & PLACEMENT, 815 SLATER LANE Sales Office () PHILADELPHIA
Product RANDY FORBES ALEXANDRIA, VA 22314 Salesperson () ANJIE BRADY
Estimate# 2660 Agency C/P1/P2/E 37/53/2660 Salesperson Phone# 215-567-6005
Buyer Ben Angle Flight Dates 10/16/2012 - 10/22/2012 Salesperson FAX# 215-567-5938
Phone#
Fax#

-- CONTRACT COMMENT --

CLIENT: FORBES FOR CONGRESS SC=*

-- REMARKS --

THIS IS A NEW POLITICAL ORDER
CONTRACT TOTAL IS \$16,175
PLS CONFIRM ASAP
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	M	11A-12P	HAMPTON ROADS SHOW	:30	\$75.00	10/22-10/22	1	1	1	\$75.00	
	2	M	5P-530P	5PM NEWS	:30	\$700.00	10/22-10/22	1	1	1	\$700.00	
	3	M	530P-6P	530PM NEWS	:30	\$700.00	10/22-10/22	1	1	1	\$700.00	
	4	M	6P-630P	6PM NEWS	:30	\$800.00	10/22-10/22	1	1	1	\$800.00	
	5	M	5A-6A	EARLY AM NEWS	:30	\$300.00	10/22-10/22	1	1	1	\$300.00	
	6	SA	8A-10A	SATURDAY TODAY SHOW	:30	\$500.00	10/20-10/20	1	1	1	\$500.00	
	7	SU	8A-9A	SUNDAY TODAY SHOW	:30	\$500.00	10/21-10/21	1	1	1	\$500.00	
	8	M	3P-4P	MAURY POVICH	:30	\$125.00	10/22-10/22	1	1	1	\$125.00	
	9	M	8P-9P	THE VOICE	:30	\$2,200.00	10/22-10/22	1	1	1	\$2,200.00	
	10	M	4P-5P	ANDERSON COOPER	:30	\$175.00	10/22-10/22	1	1	1	\$175.00	
	11	SA	330P-7P	NOTRE DAME FOOTBALL	:30	\$200.00	10/20-10/20	3	1	3	\$600.00	

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Phone# Hiatus Weeks
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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	12	SA	6A-7A	SATURDAY EARLY AM NEWS	:30	\$200.00	10/20-10/20	1	1	1	\$200.00	
	13	SU	6A-7A	SUNDAY EARLY AM NEWS	:30	\$200.00	10/21-10/21	1	1	1	\$200.00	
	14	SU	7P-815P	FOOTBALL NIGHT IN AMERICA	:30	\$700.00	10/21-10/21	1	1	1	\$700.00	
	15	SU	815P-1130P	SUNDAY NIGHT FOOTBALL	:30	\$6,000.00	10/21-10/21	1	1	1	\$6,000.00	
	20	M	11P-1135P	LATE NEWS	:30	\$800.00	10/22-10/22	1	1	1	\$800.00	
	21	SA	11P-1130P	SATURDAY LATE NEWS	:30	\$800.00	10/20-10/20	1	1	1	\$800.00	
	22	SU	1130P-12A	SUNDAY LATE NEWS	:30	\$800.00	10/21-10/21	1	1	1	\$800.00	

--REPORT TOTALS--
Report Totals: 20 / \$16,175.00

--SALES MONTHLY TOTALS--

Oct 12: 20 / \$16,175.00
Sales Totals: 20 / \$16,175.00
Station Totals: 20 / \$16,175.00
Lines not sent/rcld/rtrn: 0 / \$0.00

--COMPETITIVE--

Market Totals	\$39,451	CATV 0%	WAVY 41%	WGNT 1%	WPXV 0%	WTKR 21%
		WTVZ 2%	WVBT 11%	WVEC 24%		

--COMPETITIVE COMMENTS--
COMPETITIVE IS ESTIMATED

Station WAVY-TV NORFOLK, VA.
Advertiser () .FORBES FOR CONGRESS
Product RANDY FORBES
Estimate# 2660
Buyer Ben Angle
Phone#
Fax#

Agency () NATIONAL MEDIA RESEARCH PLANNING
& PLACEMENT, 815 SLATER LANE
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 37/53/2660
Flight Dates 10/16/2012 - 10/22/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

--- CREDIT RISK ---
CASH IN ADVANCE